December 27, 1967

Memorandum to Mr. Kalman Illyefalvi, Manager
Heights Bookstore

This is to acknowledge receipt of your recent memorandum requesting information relative to the feasibility of having WMXU broadcast its programs into the Bookstore.

We at WMXU certainly are in full accord with this proposal, and we appreciate your wanting us to broadcast into the store. The added listening audience and prestige to the station that could result from our being wired into the Bookstore will be very valuable to WMXU. Your initiative in this proposal is a big step in the improvement of the relationship between the student body and the services of the University. On behalf of the entire staff, let me extend thanks to you.

When I discussed this matter with you last week, I told you that I would check with Mr. Hickey about obtaining an estimate for the work that would have to be done. Mr. Hickey told me that upon receipt of a copy of your memorandum to me, he would look into this matter. As soon as I hear from him about the cost of the proposed installation, I will let you know.

Should the cost be such that you deem it advisable to have the work done, I am sure that that will be the start of a mutually beneficial relationship.

Stephen Rachlin

Stephen Rachlin,
Station Manager

cc: Mr. Jensen
Mr. Wiggin
Mr. Hickey